

## ABSTRACT

Thesis Title : A Comparative Study of Students' Learning Achievement  
Through The Use of Presentation Program with  
and without Special Effects

Student's Name : Mr. Sawai Chantrabhromma

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Advisor Committee :

1. Assoc. Prof. Somkid Dhirasilpa Chairperson
2. Mr. Suphachai Tunsiri
3. Dr. Suwimol Angkavanich

The purposes of this research were to constructed the instructional media, the presentation program with and without special effects and to compare students' achievement upon the use of presentation program with and without special effects.

The sample were 60 students in Communication Arts faculty, Saint John's University, Bangkok, academic year 1997. The sample were randomly assigned into 2 experimental groups, 30 students for each group. The Experimental group 1 learned from the presentation program with special effects and the Experimental group 2 learned from presentation program without special effects. Both groups were immediately tested after their studied the program. The data were statistically analysed by the use t-test and Analysis of Variance (ANOVA).

Results :

1. The results of students' learning achievement through the use of presentation program with special effects higher than without special effects were significant difference ( $p < 0.01$ )

2. The results of the influence element of backgrounds to results of students' learning achievement such as accumulative grade point average level and mass media exposed were significant difference ( $p < 0.01$ )

The other element of backgrounds, sex, age level and educational background level to results of students' learning achievement were not significant difference ( $p > 0.01$ )

3. After remove the influence about element of backgrounds, the results of students' learning achievement through the use of presentation program with special effects was increased grand mean scores and without special effects was decreased.